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AFRICAN VIOLET CATALOG

For Beginners and Collectors

~ Spring 1952 ~



double-flowering
AZURE BEAUTY
\$3.25

SPOUTZ AFRICAN VIOLET **GREENHOUSES**

34365 MORAVIAN DRIVE
FRASER, MICH.

Quality Plants — Quality Packing — Prices That Please



African Violet Greenhouses

FRASER, MICHIGAN

Are YOU an indoor window gardener? This wee catalog offers 33 varieties of America's favorite houseplant . . . the African Violet!

A real treat is in store for you if you've never grown this lovely plant, for it will bloom in any window with just a brief rest period now and then. We sell everything you need to make your African Violets bloom . . . no green thumb is required, just my Growing Instructions.

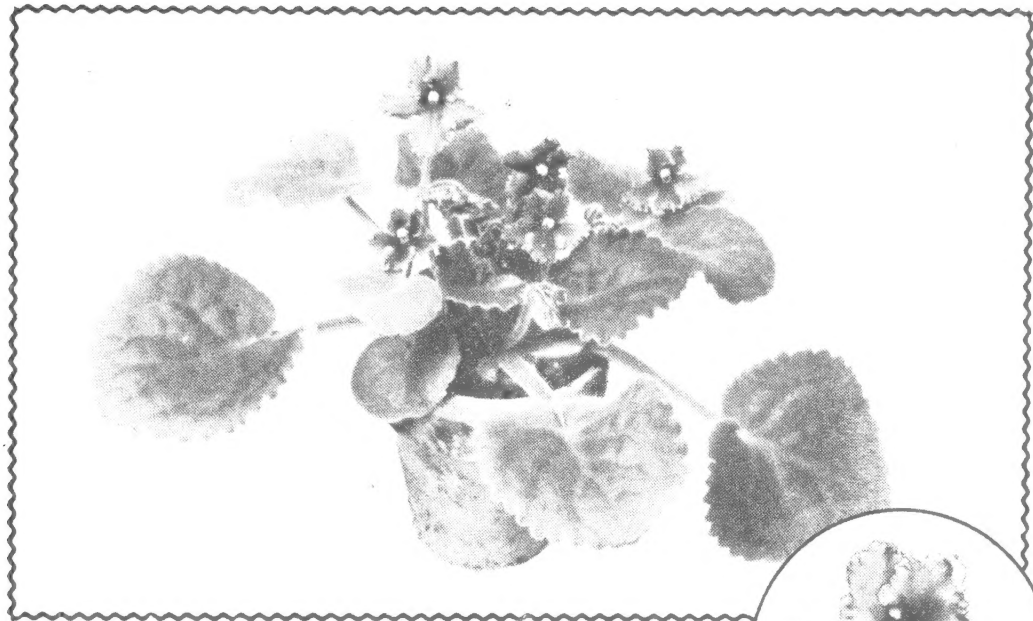
In the past some have felt that African Violets were temperamental, but nowadays with 3 excellent books telling how to make your plants the envy of the neighborhood, everyone can have loads of flowers all winter long! The little greenhouse we sell makes your hobby a profitable one, for mature leaf cuttings root so quickly in it! Our sterilized potting soil takes all the work out of mixing and gathering proper materials for your transplanting needs.

Be the first in your neighborhood to possess a window full of rainbow shades of African Violets by seriously reading through these pages now! Firmly resolve to make your houseplant collection the envy of your friends!

Sincerely,
Mrs. Jennie Spoutz

2
Catalogs
FREE

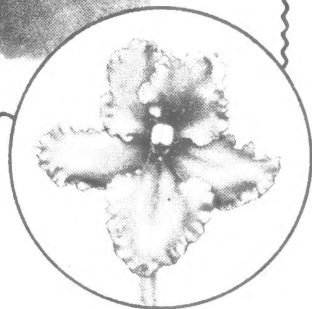
New "prospective customers" will receive 2 catalogs free, and any order large or small will place your name on our regular mailing list. Make sure of getting yours regularly by deciding NOW if an African Violet collection is going to be your enjoyable hobby!



Ruffled Queen

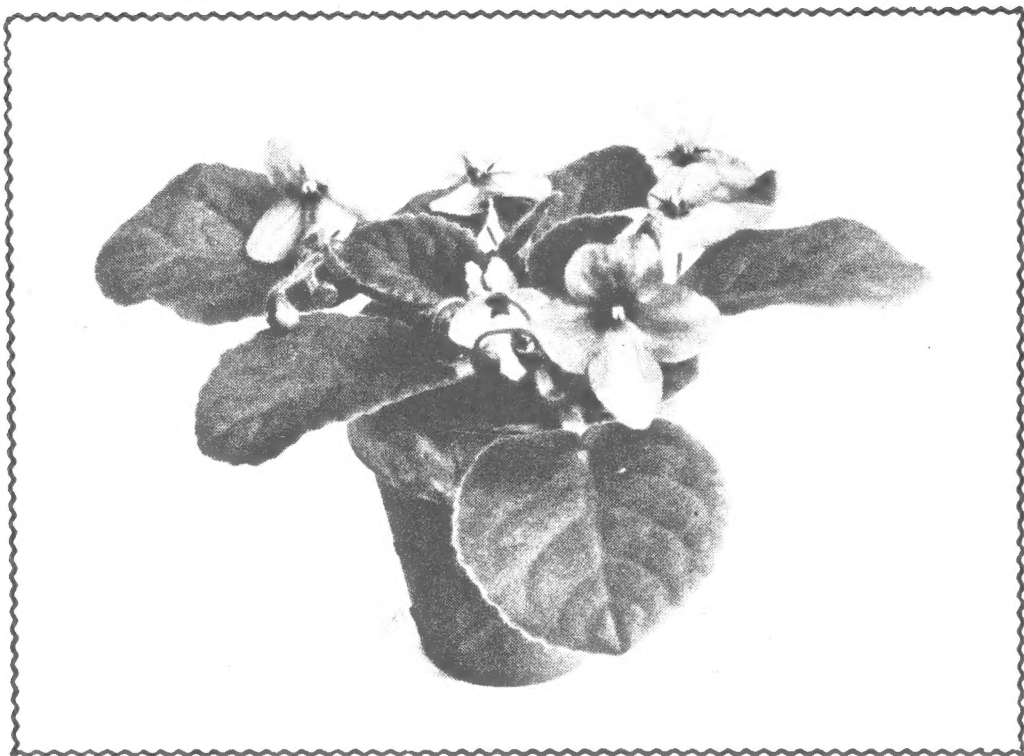
\$3.25

(fringed dark burgundy)



Here's an African Violet that will catch the eye of every visitor! Extra heavy flower stalks always carry more than 5 huge buds, and the edges of every petal are so heavily ruffled and frilled that they have an appearance of being edged with lace of a lighter shade than the rest of the richly colored blossoms. As each bud unfolds it is a joy to behold, for the crinkled petals have such heavy substance that you can hardly wait until it attains full size and true color, a "blue burgundy" that is a bit darker than the Purple Dawn. The reverse of each widely-opened flower is a real novelty also, for it reminds you of starched ruffles!

Has massive DuPont foliage with stems of pencil thickness or even more, and each leaf will attain unusual size.



Ulery's BLUE WONDER

\$3.00

(marbleized white and blue)

This is one of the most beautiful seedlings originated by Ulery's of Ohio. A flower of staggering size, impressive and an odd blend of rather deep tones of marine blue over white. Entirely different from any other violet we have sold, it is one to be admired at close range and is especially suited to a forward position in your collection.

The picture above is an excellent likeness. Petals have a soft satiny finish and glisten with myriad frosty particles. Will most assuredly win prizes for the heaviest bloomer in any Show!

We guarantee satisfaction so you may place your order with confidence. All varieties we sell will thrive and bloom for you without pampering!



Pink Delight

\$2.75

(rich cameo pink)

In the past, all pink varieties have had light green foliage and this new one is sure to receive a hearty welcome in the advanced enthusiasts collections.

Pink Delight has "bronze type" foliage which is very new in African Violets and is very impressive, for the leather-like substance gives it exceptional darkness and a glowing quality which is lacking in light green leaves. Dark red stems and each leaf is flushed rose underneath.

Pink Delight is an abundant bloomer, always 6 buds of a true cameo pink. Flowers hold their color, though it welcomes light shade from the afternoon sun. Blossoms are round, have a smooth texture, and at the height of beauty when placed alongside Sailor Girl.

We realize there is no advertisement as important to a business than a satisfied customer. Let us prove that our African Violets are superior!



Lacy Girl

\$3.25

- *Fringed petals*
- *Dependable*
- *Darkest purple*

One of the most sought after varieties and stock is still very scarce. For Lacy Girl has become justly famous in the short space of one year!

The above photograph does not completely do this plant justice as some of the most beautiful leaves had been removed for propagation. Long-lasting flowers of darkest velvety purple, almost perfectly round, of giant size and heavy substance, and with each petal so rippled and frilled it gives the impression of a fuzzy rick-rack fringe! A very rich piece of color and an excellent bloomer.

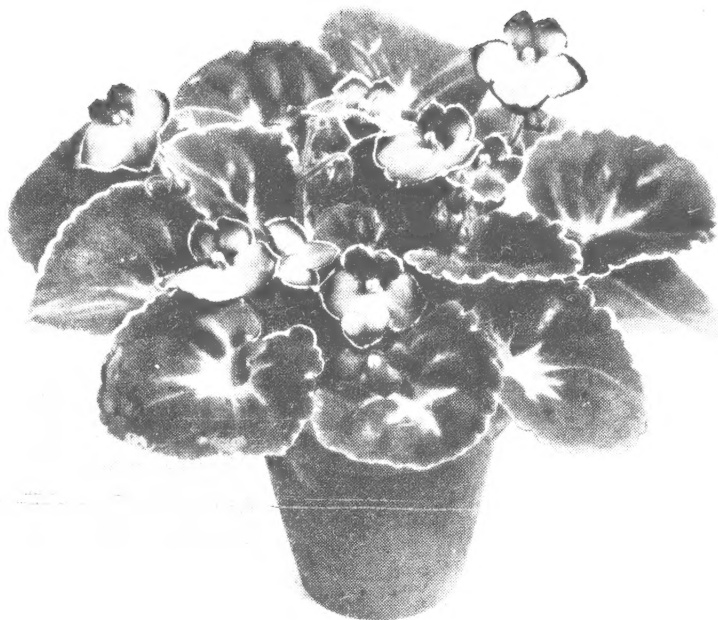
The foliage remains compact, is gently waved and yet strong and husky. Lacy Girl is now proudly established in the collections of both beginners and serious collectors.

Just imagine how nice and cheery your kitchen will be with just one or two of my good African Violet plants! Why not start your collection today?

Velvet Girl

\$3.00

- *2-tone "red"
- *Captivating
- *Large flowers



The two uppermost blossoms in the accurate photograph above will tell you more than words can describe. When I first saw this variety I thought of "Pansy-Puss." It's clean cut and adorable and a very good bloomer, with outstanding foliage.

The lower petals are mostly a dark orchid I'd say, but with a permanent red-garnet edging at the outside tip. The two upper petals are solid in tone with the same velvety dark red-garnet coloring and it does not fade out. Something new in African Violets!

This captivating pansy-like flower has an endearing personality and a warm and unassuming nature, and the two colors have an instant appeal. No other like it. Easy to grow . . . lots of flowers.

African Violets are just the gift when you want to say "I'm thinking of you." A hundred kindly thoughts will not register like one actual gift of plants such as we furnish. Gift wrapped and guaranteed to please!

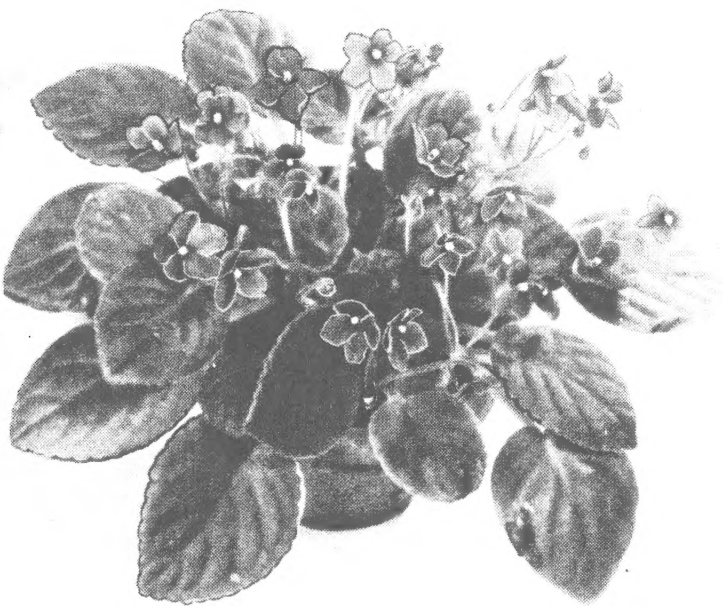


**WHITE
GIRL
\$2.00**

Clean white
with lavender
markings.

Exquisite light
green leaves.

Easy to grow.



**MENTOR
BOY
\$1.25**

Velvety
darkest reddish
purple.

Large sized
flowers and
lots of them.

A recom-
mended
older variety!

**ORCHID
WONDER
\$2.25**

Giant sized
rich orchid
flowers bigger
than a
Silver Dollar.

Always 9 or
more buds on
well branched
stems. Really
superior!



**BiCOLOR
\$1.25**

Plum colored
tips on the
upper two
petals . . . pale
lavender on
the rest of
the flower.

Recommended
for beginners!





Purple Dawn

\$2.50

(truly light purple)

The name Purple Dawn was selected because it seemed especially suited to this flower. It certainly is a new color in violets, at least we have never seen anything like it before. Out of a bewildering number of "light purples" this is my choice. There seems to be a glowing quality on Purple Dawn that is so different that we lost all interest in other named seedlings in the same color group.

Purple Dawn is darker than Violet Beauty, lighter than Ruffled Queen. Each petal has a neat edging of the darkest tones and the golden center is surrounded by a deeper patch of true purple. Did you notice there are a few 6-petaled blossoms on the left hand side of the photo.

Since we consider our customer our friends, we do our best to please. Our business depends on your "repeat" business and good will. If for any reason you are not completely satisfied, please write us promptly and we will try to make things right.

Star Sapphire

\$3.25

(unusual midnight blue)



This is something new, pleasing and different! Not just a novelty but an African Violet that adds an entirely new rich note to your indoor window garden!

The picture of course is much reduced in size. Star Sapphire is well named, and provides a most striking contrast of rich colors. Sleek and silky in its midnight hue of ebony-blue, the effect of which is intensified by a very bright golden crest (stamens) always double the normal number! Five star-like petals (or sometimes six) with a wee bit of ruffling at each petal tip to lend grace to such an amazingly large flower on such a young plant!

This very startling new introduction of rich midnight blue will command the attention of every visitor.

Our personalized service, offering the finest in African Violets and supplies has developed us into the fastest-growing retailer in this area. Your order is safe with us!



LAVENDER BEAUTY—\$2.00
(Silvery Mauve)

VIOLET BEAUTY—\$2.00
(Light Blue-Lavender)



2 BEAUTIFUL COLORS

These varieties are well established in many collections and our customers report each has won a permanent place in the hall of honor!

There is a fresh purity of tone and melting softness of color that appeals to all of us, and in Lavender Beauty the silvery mauve is not found in any other variety. Violet Beauty is a luscious light pastel lilac-blue, without markings, and a favorite of many who have small collections.

Both will be in my catalog for many years.



Rainbow Geneva

\$2.75

(bright orchid edged white)

Just now we have an abundance of choice orchid varieties but here is one that competes favorably with others.

Collectors have noticed that the white-edged blossoms of Lady Geneva always capture admiration quickly. Here is a new variety in the same idea . . . ermine white edging on a lively orchid flower, and what a picture it makes! For everyone knows that when a bud begins to unfurl, the color is very intense, and the white edging so prominent! It remains when the flower is mature, from 1½ to 1¾ inches in size. The photograph is a perfect likeness and you should notice how many flower stalks there are.

Rainbow Geneva is darker than Orchid Wonder, and lighter than Velvet Girl.

There is no guesswork to growing these lovely plants to perfection if you use our Sterilized Potting Soil, mixed just for African Violets. Packaged neatly. Your plants deserve the best!



RED KING

\$2.50

(Nearest to "red" so far)

We hasten to admit that truly crimson red African Violets aren't to be had but this one is the nicest we've seen. Red King holds its color and makes a compact plant. When grown in a sunny window the foliage shows unusual darkness!

As in the past, we have looked carefully at all the "newer" reds that have been named, and we still believe that Red King outdistances all others. The picture above shows its neat growing habit, and it is easy to bloom, with six and more buds and flowers per stalk, held well above the foliage. Red King holds its color evenly (remember, it's not a fireman's red), and young plants are covered with claret-to-wine good sized flowers. Very aristocratic!

Blue Heiress

\$3.00

(spectacular blue hybrid)



This splendid new DuPont seedling is one of the finest single-flowered introductions of the year . . . will certainly add life to your window garden!

Blue Heiress is a sure producer of enormous 2½ inch flowers, and lots of them, for this strain is known for its free-blooming habit and flowers of unusual substance. The combination of DuPont foliage and “girl-type fluting” is brand new. Imagine leaf stalks as rigid as a pencil, radiating almost horizontally from the center, making a perfect rosette. A real prize-winner in all ways!

SPECIAL NOTE ON 6 VARIETIES

BLACK BEAUTY
BLUE HEIRESS

DuPONT LIGHT BLUE
THE OHIO GIANT

LACY GIRL
RUFFLED QUEEN

These varieties grow more slowly, and are more difficult to pack because extra heavy type foliage and brittle stems just won't bend, so they are smaller sized plants than we regularly ship. When fully grown, however, each will receive envious compliments for husky appearance and grandiose flower stalks. Your neighbors will beg for your secret and ask “how do you make the flowers so big!”



Queen Neptune

\$2.25

(double-flowering dark blue)

A true fancier of African Violets cannot overlook this choice variety in a complete collection. The beginner starting this hobby will be pleased with the **BEST** in the dark blue double-flowering varieties, for Queen Neptune will surely win admiration for unusual blossoms.

Queen Neptune has such large sized flowers and so many of them that it may be difficult to tell where each blossom starts. The fully double flowers are long lasting; petals are formed perfectly with smaller blue-white petaloids in the center (reverse of the petals is silvery-white) and occasionally there are yellow stamens to enhance its beauty. Plants attain great size. Foliage is deepest green with heavy quilt-type markings, possessing a wonderful satiny sheen . . . commands attention.

Confirmed gardeners are happy people . . . they develop and revel in beauty around their homes. You forget worries and troubles in tending a garden.

BEGINNERS: *Those who want varieties that have stood the test of time . . .*

New African Violet enthusiasts buying their first plant should select varieties that are inexpensive but distinguished. However, do not overlook those that may be priced a little more, for they are a good buy also. If you have some unknown varieties now, remember you can rely on our catalog descriptions and therefore avoid buying duplicates.

Have you noticed that our catalog doesn't confuse you with endless varieties? . . . we're very fussy about this because we're sure you find it difficult to choose anyway. Remember that words alone cannot give you a true picture of the beauty of all these lovely plants. Allow your imagination a free hand!

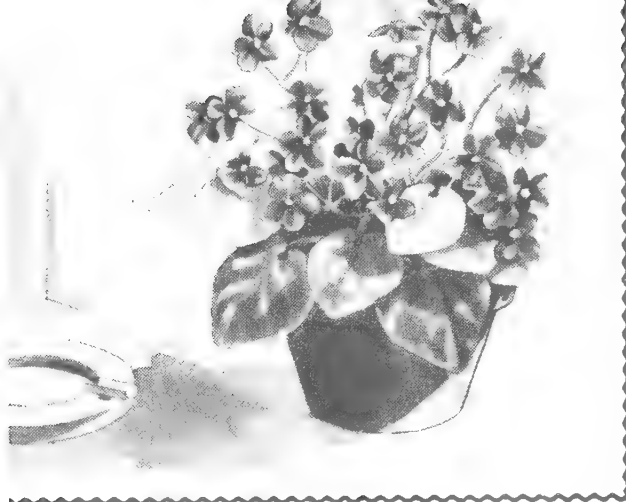
COLLECTORS: *(the beginners of yesterday) . . . Those who want the latest sorts.*

We receive so many letters asking about varieties we do not sell, and are always glad to answer fully. When we select a variety for this catalog there must be more than a whisker's difference before we list it. I am always remindful of the days when one violet was blessed with nine names, and today, as ever, when we state Red King is the best "red" so far, it is because a "newer" red has not impressed us favorably in vigor, flowering habit. There must be an improvement or it is unwise and unfair of us to recommend it.

We place an unqualified "okay" on every variety that is listed on the following pages . . . for performance, they are distinctive and worthwhile in your collection!

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Remember in buying African Violets, price is not everything. We treat our customers as our friends, yet as in any business, a few have strayed away. We are none of us proof against the siren song of low price. But recollection of our high quality plants and packing remains long after price is forgotten. We're very happy when your letters say "plants from you are the nicest I've received by mail."



## African Violets

LIVING COLOR FOR YOUR ROOMS!

### SPOUTZ GREENHOUSES

HIGH QUALITY  
PLANTS



*33 Varieties for Beginners  
and Collectors*

**AZURE BEAUTY:** Pictured on the Front Cover. Sparkling white fluffy double blossoms of wax-like substance, center petals shaded with light blue, and with bright golden stamens, reminding you of summer skies and billowing clouds on a sunny day. Extra large flowers. Profuse bloomer! An unusual color break, with flowers classed as "white". All flowers open up widely, all buds will mature. **\$3.25**

**BI-COLOR:** A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum colored tips on the upper 2 petals which are a beautiful contrast to the pale lavender coloring of the rest of the blossom. It's easy to grow, too. Pictured on Page 9. **\$1.25**

**BLACK BEAUTY:** The flowers are so vivid and alive, intensely colored reddish purple of even tone with a rich velvety surface! Black Beauty is giant from Mentor Boy and the same color, but oh! what startling big flowers on heavy stalks held high above the foliage! **\$2.25**

**BLUE GIRL:** The heart shaped leaves are so lady-like and graceful, with fluted edges and an ivory white spot where the leaf joins the stem that you should select this one as your darkest blue-violet variety. Recommended. **\$1.25**

**BLUE HEIRESS:** Brilliant blue DuPont seedling with girl-type foliage and superior habits. Heavily scalloped foliage on strong stems and especially hardy. Has many giant-sized flowers of heavy substance, a profuse bloomer with lots of color! The DuPont strain is known for big flowers and this plant will quickly grow to prize-winning size. Pictured on page 15.

**\$3.00**

**BLUE WARRIOR:** Bold and manly in appearance, a lusty grower possessing magnificent leathery foliage and quickly broadening into specimen-sized plants. Blooms profusely, flowers are darker than Blue Heiress. Foliage is darkest shiny forest green, reddish underneath. Different!

**\$1.25**

**DuPONT LIGHT BLUE:** Classed as a light baby blue of enormous size and heavy substance. Smooth coloring, a wee bit deeper in the center. It grows slowly but stands unmatched for big flowers, texture and beauty; distinguishing foliage.

**\$2.25**

**LACY GIRL:** This is the violet with the fringed petals that is pictured on page 6. Long-lasting flowers of darkest velvety purple, almost perfectly round, growing to giant size. Each petal is so rippled and frilled that it gives the impression of a fuzzy rick-rack fringe! Foliage is twisted and gently waved, very strong and husky in nature. A best seller and sure to break all records again!

**\$3.25**

**LADY GENEVA:** You won't have to look twice to notice the white edge bordering the midnight blue flower. Very unusual and temperamental by admitting it's shocked when transplanted by sometimes withholding a white edge, but always comes true when established.

**\$1.75**

**LAVENDER BEAUTY:** One of the new hybrid series with widely opened flowers on well-branched stems that have brought great size and color, to edge out many old-fashioned kinds we used to sell. Exquisite fresh silvery mauve, melting softness of color—will be a classic for years. Easy to grow, big flowers, and many of them. Pictured on page 12. **\$2.00**

**LAVENDER GIRL:** It's a beautiful thing, similar in tone to Purple Dawn. A solid light purple with an outpouring of rich coloring all about the central portion of the blossoms. Girl fluted leaf, to round out your collection of this series, and an excellent bloomer. New in my catalog. **\$2.25**

**MENTOR BOY:** Flowers of a pleasing reddish purple, and entirely distinct from all others in the beginner's class. The blossoms reflect handsomely in the sunlight and you will receive many compliments on the size of each flower. A dependable free-blooming plant, shown on page 8. **\$1.25**

**ORCHID SUNSET:** A new variety introduced last season, and what beautiful double flowers! Color is wine to dark orchid and foliage is smooth and tailored, medium green. Every bud will mature to a large blossom, same as Queen Neptune does, for it's one of the parents. With such a background, Orchid Sunset is a most desirable variety! **\$3.25**

**ORCHID WONDER:** Has been in the best seller class since these richly colored flowers of silver dollar size will prove to all serious houseplant enthusiasts that African Violets have made the most startling advances in recent years. Single blossoms. Upper two petals are deep orchid and the lower 3 petals are much lighter. Color is more intense around the stamens. Easy to grow, a profuse bloomer, pictured on page 9. **\$2.25**

**PAINTED GIRL:** White centered flower with a bright orchid band that sometimes extends to the middle of each petal, thus forming a star-like effect on each blossom! A clean color combination, very lively and new. **\$2.75**

**PINK BEAUTY:** A free-blooming variety having clear pink blooms which are deeper toward the throat and about 1½" across. It has medium green leaves, neat growing habit. This is an excellent beginner's variety! **\$1.25**

**PINK DELIGHT:** True cameo pink and sure to receive a hearty welcome among collectors, for this variety has the new bronze-type foliage, flushed rose underneath, and the flower stalks are dark too. Has the same round flowers as Sailor Girl, and when grown alongside it, you will know what true beauty is! Very impressive. See page 5. **\$2.75**

**PINK GIRL:** Collectors of girl type foliage have considered this a favorite. The individual flowers show off beautifully above neat rosette habit. A very good bloomer. **\$1.75**

**PURPLE DAWN:** The most outstanding "light purple" of many newly named seedlings, and selected for it is a new color with a glowing quality. This one sort of "grows on you". Round flowers. The foliage is tailored, reddish beneath. An abundant bloomer, pictured on page 10. **\$2.50**

**QUEEN NEPTUNE:** Double-flowering dark blue with deeply spooned dark green leaves, heavily quilted. Large sized fully double flowers, formed perfectly, and smaller blue-white petaloids in the center. Reverse of the petals is silvery-white, and mature flowers do not drop off but remain in fine condition for a long time. Pictured on page 16. **\$2.25**

**RAINBOW GENEVA:** Brand new and accurately shown on page 13. It's a smooth orchid with a sugar-white edge on each petal, an excellent bloomer too. As each bud unfurls the color is very intense and the white edging is so clean-cut! Very desirable. **\$2.75**

**RED KING:** Think of a rich burgundy wine against velvety foliage of darkest green. The connoisseur will be proud to exhibit this variety at Flower Shows where it will surely win prizes for unusual color and perfect growing habit. Always 6 or more buds on every flower stalk. Very aristocratic and the BEST of the "dark reds". Red King does not fade, is best grown in a sunny window, and is at the height of its beauty in a blue Wik-fed flower pot. Pictured on page 14. **\$2.50**

**ROSE MARIE:** Positively a true rose color, no suggestion of blue in the flower, and it even has a rose-colored pistil. A new hybrid seedling with the upper two petals a bit deeper than the lower 3, but the overall tone is DEFINITELY ROSE. Flowers as large as a 50c piece, with stems of deep wine. Smooth tailored foliage, very dark and lightly quilted, with a reddish reverse. Very stunning alongside a blue. **\$2.75**

**RUFFLED QUEEN:** This is the newest fringed violet in dark burgundy, with real DuPont foliage and habit! The edges of every petal are so ruffled and frilled there is an appearance of lace of a lighter shade, and a joy to behold! The color of each massive bloom is "blue burgundy", this is an aristocratic giant, dependable and very choice! See page 3. **\$3.25**

**SAILOR GIRL:** If you are looking for a friendly plant, with many virtues, buy Sailor Girl, the single-flowered light blue that has been one of my favorites for years. **\$1.25**



**SAILOR'S DELIGHT:** Brand new double! A light blue yet so vivid and vibrant. Remarkable for the size of flowers and velvety finish! Widely opened blossoms of delicate coloring and an A-1 performer that blooms profusely. A strong grower with flower stems held firmly above the foliage. The fluted girl-type leaf is very lady-like and gently ripped. Sailor's Delight has very large sized blossoms of velvety finish, and is pictured on the back cover. **\$3.25**

**SNOW PRINCE:** Absolutely pure white flowers that are full, round and honestly bigger than a Silver Dollar! Well-branched stems always carry many flowers and buds. If you have had trouble growing the pure white ones, we guarantee that Snow Prince will give you new confidence! The widely opened flowers glisten with a frosty effect, and the yellow eye in the center appears like a jewel. Light green white-stemmed foliage. Makes healthy well-formed plants that are most anxious to bloom for you. **\$2.50**

**STAR SAPPHIRE:** New, pleasing and different! Midnight blue flowers intensified by a bright golden crest, in unusual formation. The five petals are arranged in a star-like habit with a wee bit of ruffling at each petal tip . . . an amazingly large flower on young plants always. A real novelty that is accurately shown on page 11. **\$3.25**

**THE OHIO GIANT** (Ulery's Orchid Velvet): A loud blend of light and dark lilac-wine, with a plush like intense coloring that extends into the upper petals and shows a pencil line darkness at the outside petal edges. Super-sized flowers that are well branched, tho this one grows a bit slowly. But the flowers are worth waiting for! A real giant. **\$2.50**

**ULERY'S BLUE WONDER:** A really striking marbleized immense flower in white and brilliant marine blue. The coloring is more intense in the center and a real innovation, to be admired close-up because the marbleized tones carry as "blue-lavender" from afar! Really new and different with a chance at the title "Heaviest Bloomer". Foliage has white stems, is pure white underneath. Pictured on page 4. **\$3.00**

**VELVET GIRL:** It's pictured on page 7 and something new in red-tone combination. This captivating pansy-like big flower has an endearing personality, clean cut and adorable! Lower petals are mostly rich orchid-red in tone, with a permanent red-garnet edging at the outside tip. The two upper petals are solid velvety dark red-garnet, and they do not fade out a bit! A profuse bloomer. **\$3.00**

**VIOLET BEAUTY:** Not a dark flower but a pastel lavender-blue is about right, and the foliage and flowers are both larger in size than most varieties. Many widely opened blossoms at a time. Violet Beauty has won the praise of experienced growers for its novel color. Pictured on page 12. **\$2.00**

**WHITE GIRL:** Sometimes has dainty lavender markings which vary somewhat in degree, and which may be more noticeable at the center of the flower. Almost always matures to pure white, but each flower may be different! The girl-type varieties always remain compact, so this is a nice one for your window-sill garden. Lots of flowers. See page 8. **\$2.00**

## AFRICAN VIOLET SUPPLIES

|                                                                   |         |
|-------------------------------------------------------------------|---------|
| Three books on African Violets—priced from \$1.35 to \$3.50.....  | Page 30 |
| A miniature 8" x 6" greenhouse: roots cuttings faster.....        | Page 29 |
| Wik-fed flower pots in many colors, two sizes—unbreakable .....   | Page 29 |
| Pokon Plant Food is imported from Holland, 3 sizes.....           | Page 26 |
| Sterilized Potting Soil: 1 pkg. @ \$1.00, 2 pkgs. for \$1.75..... | Page 26 |

## *"Fair Trial Offer"*

**1 African Violet Plant—our choice—\$1.25  
correctly labeled and postpaid**

If you will send us \$1.25 we will send one of our nicest plants **OUR CHOICE OF VARIETY**...properly labeled. If you wish to select the variety our regular catalog prices must apply, though.

**OUR BEGINNERS PLANT COLLECTION**  
**Four \$1.25 varieties labeled—Your Choice**  
**(worth \$5.00)—for \$4.00 postpaid**

We hope to make many new friends again this season by this special offer of any four plants which you select from our catalog price listing of \$1.25 each. Plants will be taken from our regular stock. If you are starting your collection this season, remember that our \$1.25 kinds include the finest of the ever-popular varieties and your assurance of peerless beauty. Be sure to make your selection from the \$1.25 listing only.

**YOUR DELUXE COLLECTION**  
**Three \$3.25 varieties—Your Choice**  
**(a \$9.75 value) for \$9.00 labeled and postpaid**

We hope to make many collectors happy with this unusual Deluxe Collection of your own selection. We have quite a group for you to choose from, and you can buy exactly what your own collection needs in the way of new varieties! We must ask that all collections be sent to one address, for our saving is in the box and postage charges. Here is your first chance to save money on brand new introductions . . . order quickly for some may be sold out if I have underestimated your favorites!



## Steam Sterilized Potting Soil

This mixture is exactly what is used in the greenhouse for growing the African Violets which are shipped to you! Makes them grow and bloom profusely. Packaged in moisture-proof plastic bags to keep from drying out until used.

Be sure to include a package with your plant order, for your African Violets need this special mixture, which includes leaf mold, rich woods earth, good garden soil, well rotted cow manure, peat moss, vermiculite, and a few wee stones essential for proper drainage. Please don't add anything "extra" to this soil . . . it's mixed exactly right! Keep some handy!

1 pkg. (2½ lbs.) for \$1.00 postpaid.

2 pkgs. (5 lbs.) for \$1.75 postpaid.

## "Pokon"

16-21-27

### "Worlds Richest Plant Food"

Wee crystals dissolve INSTANTLY in water, and keeps till used!

This concentrated plant food (the standard fertilizer of Holland for 50 years), replaces whatever you've been using! Pokon does not contain chloride or any filler, so this solution will not injure roots even in direct contact.

So inexpensive, too. Simply dissolve one teaspoonful of these Pokon crystals in a quart of water. We recommend that you use this solution only twice a month to obtain most economical benefits!

If you have had trouble getting your African Violets to bloom, here's what to do. Order a package of our good potting soil and also some Pokon Plant Food. Then follow the Growing Instructions in your package. We have had many fine reports from our customers on their experience with Pokon. It produces stronger root growth, sturdier stems, rich green luxuriant foliage and larger, longer-lasting blossoms! It's the world's richest plant food!



#### Pokon Prices With Any Order

\$ .25 size=\$ .25

\$ .60 size=\$ .60

\$1.00 size=\$1.00

#### Without Order

25c plus 20c mail charge=\$ .45

60c plus 20c mail charge=\$ .80

\$1 plus 20c mail charge=\$1.20



# African Violet Greenhouses

34365 MORAVIAN DRIVE  
FRASER, MICHIGAN

Ship to \_\_\_\_\_

Address \_\_\_\_\_

City-State \_\_\_\_\_

Michigan customers please add sales tax 3%  
For special delivery, by postoffice, add 35c

**"Recollection of Quality  
Remains Long After Price is Forgotten"**  
*so our policy is*

**YOU BE THE JUDGE OF VALUE—WE ARE ANXIOUS TO PLEASE**

**FREEZING** temperatures ruin African Violets so plants ordered in the winter will be shipped when weather in Detroit is above 40°.

**GROWING** instructions are sent with all orders; tells how to take care of your African Violets. You don't need a green thumb!

**ORDER EARLY** because the new varieties are in scarce supply. We will not substitute unless you mention a second choice. If temporarily out of stock, may we hold your order and send that variety a bit later?

**ALL PLANTS** are true to name, top quality and size, State Inspected and free from insect pests and disease. Varieties not listed may be under propagation . . . your inquiries are solicited.

**EVERYTHING** is priced "postpaid" to your door. We prefer remittance with orders, but if you will pay all the charges, we'll send via C. O. D. . . . though we feel it is so costly to customer!

**ABOUT** our catalog . . . our customers receive it regularly. Even a tiny order will place your name on our mailing list. Everyone else will get 2 copies free.



**Special note for Mrs. Jennie Spoutz:**

I have a friend who appreciates  
house plants, send your catalog

to: \_\_\_\_\_

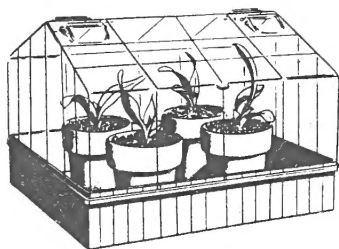
And also to: \_\_\_\_\_

## To beautify your Window Garden—Order "WIK-FED" POTS

Created especially for the busy housewife! We recommend them for growing your African Violets to perfection. Neat, clean, cheerful and designed to make watering a whiz. Tiny feet the size of a pinhead keeps the base off your windowsills, no chance for staining. Fill the base with water when the wick is dry...about every two weeks.

Glamorize your indoor window garden with these new last-a-lifetime Wik-fed flower pots. They come in modest kitchen-y colors: marbled blue, yellow, green, red, ivory, bronze, pink, and lavender-gray. All with a highly polished black base, equipped with the everlasting wick.

|                                               | Each   | Per 3  | Per 6  | Per 12  |
|-----------------------------------------------|--------|--------|--------|---------|
| Regular size (3 $\frac{3}{4}$ " opening)..... | \$1.25 | \$3.50 | \$6.50 | \$12.00 |
| Extra large size .....                        | \$1.75 | \$5.00 | \$9.50 | \$18.00 |



upper part 8" wide x 4" high  
lower base 8" wide x 1 $\frac{1}{2}$ " deep

This is exactly what you need to make your hobby a more profitable one, for there is no limit to the number of plants you can grow from each leaf cutting when you place it in this wee hothouse. Roots develop more quickly through controlled moisture.

Everyone knows that African Violet cuttings grow bigger as they root. That is where the four vents and the hinged door in the roof come in so handy. No need to remove the greenhouse top.

**HOW IT'S MADE:** The clear glasslike plastic top is 4" high, rests on a separate 8 x 6" base which is 1 $\frac{1}{2}$ " deep. Just fill the base with half sand and half peat, moisten well, insert your cuttings and then take notice how much faster you have sprouts above the ground! Makes a wonderful gift for any gardener!



## Miniature Greenhouse

"with a hinged door on the roof"

*It's fun to start your own prize-winning plants in this feather-light precision built miniature greenhouse!*

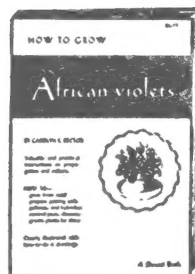
\$3.00 ea. 2 for \$5.50

# 3 Books...to help you grow better plants

## Book No. 1—\$1.35—"HOW TO GROW AFRICAN VIOLETS"

by Carolyn Rector

Beginners . . . here is the book for you! Chapter 2 starts off with "Let us say that an African Violet addict offers you a leaf." . . . and Chapter 3 commences "so now your leaves have rooted nicely" . . . and this book carries you right along (neighborly-like) to Chapter 14 on "Grooming Plants for the Show Room." Mrs. Rector has filled every page with money-saving ideas; there are many clear drawings to guide you.



94 pages

## Book No. 2—\$2.95—"THE COMPLETE BOOK OF AFRICAN VIOLETS"

by Helen Van Pelt Wilson

Instead of revising her first book, Mrs. Wilson has written a completely new one, which contains 29 photographs in full color! Many experts have contributed to the information presented, and drawings added. Collectors interested in exhibiting their plants will be interested in the chapter on "Show Business and Judging."

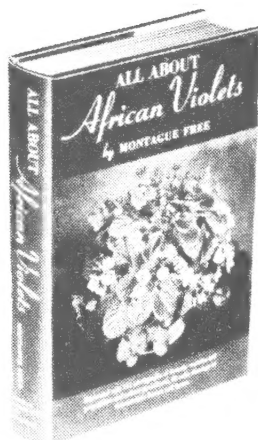


245 pages

## Book No. 3—\$3.50—"ALL ABOUT AFRICAN VIOLETS"

by Montague Free

I was interested in this book long before it was printed, for Mr. Free is one of the associate editors of "10,000 Garden Questions Answered" . . . a book which I consider a gold mine of practical information for an amateur gardener. But going back to Mr. Free's "ALL ABOUT AFRICAN VIOLETS" which was written about plants Mr. Free took care of himself, every problem you are likely to meet under home conditions is taken care of. Non-technical and very humorous. You're sure to enjoy his droll observations of some of the varieties "discussed" . . . 68 pages worth! Collectors . . . don't miss this book. Includes 111 photographs on varieties, propagation; 28 color drawings. Yes, this big book contains 304 pages!



304 pages



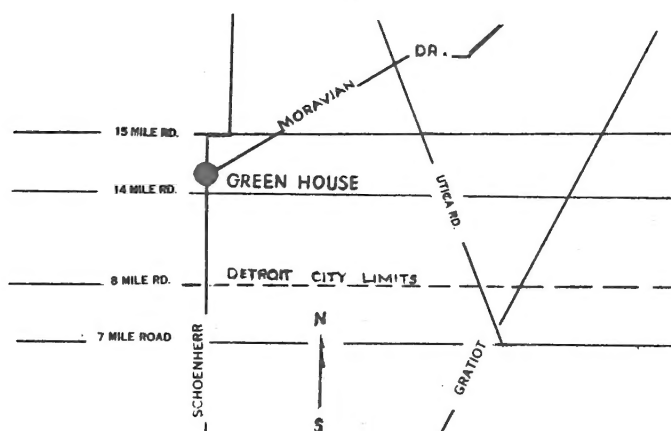
## In Closing . . .

An African Violet in bloom is a thing of beauty! I wish I could convince everyone that what you need first is a healthy plant to begin with, then more of you would quickly discard those "old pets" that have been acquired in other "house plants" . . . your limited indoor gardening space is much too important to waste on non-blooming scrawny specimens!

At one time I had such an assortment in my own home, when all houseplants were welcome. One by one I discarded them for good reasons, and suddenly I was "bitten by the violet bug" and what had been a perfectly good hobby blossomed into a full time business! Our oldest customers will recall that we've moved three times in five years, but are here to stay now, on Moravian Drive. We are sure that visitors will enjoy seeing their African Violets growing in our new greenhouse. No sales on Sunday for that is "church and family day" with us always.

Since we cannot ship plants during winter months, all orders received in the winter will be put on record and we will commence mailing plants starting mid-April or so. Whenever the weather in Detroit is above 40°. Since we would have to replace at our expense any that arrive damaged, you can understand our caution. Earlier shipments will be made at customer's insistence . . . and risk. But it takes so long to grow a nice plant, we hope you will allow us to select the proper shipping time to your area.

The non-perishables like soil, etc., will be mailed in any weather. Here is the map to our greenhouse . . .



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MRS. JENNIE SPOUTZ

34365 MORAVIAN DRIVE

FRASER, MICHIGAN

# *Sailor's Delight*

\$3.25

*Brand new  
double-flowering  
light blue*



**SAILOR'S DELIGHT**

## **SPOUTZ AFRICAN GREENHOUSES**

**VIOLET**

**34365 MORAVIAN DRIVE**

**FRASER, MICH.**

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